

Appl. No. : 09/940,376  
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### **AMENDMENTS TO THE CLAIMS**

1. (Currently amended) An order receiving device comprising:
  - a memory which stores a plurality of product images to be transmitted to at least one of a plurality of client machines via the network, and control data which, at a predetermined time interval when at least two of the plurality of product images are displayed on said client machine, automatically repeats automatic deleting of a predetermined number of product images on said client machine, and displaying of new product images of a predetermined number equal to the number of deleted product images;
  - a transmitter which transmits the product images and the control data stored in the memory; and
  - an order receiver which receives orders for products corresponding to the product images,

wherein the predetermined time interval for each display of the product images is automatically altered while displaying product images stored in the memory.
2. (Original) An order receiving device according to claim 1, wherein the memory stores control data which, at a time when at least two product images are displayed so as to be aligned in a predetermined direction, automatically repeats deleting of a predetermined number of product images at one end in the predetermined direction, and shifting, in a direction of deletion, and displaying of remaining product images by a number equal to the number of deleted product images, and displaying of new product images of the predetermined number at the other end in the predetermined direction.
3. (Original) An order receiving device according to claim 1, further comprising:
  - a category information receiver which receives category information which classifies products,

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wherein the transmitter transmits product images belonging to category information received at the category information receiver, and control data for displaying the product images.

4. (Currently amended) An order receiving method comprising the steps of:

transmitting a plurality of product images to be transmitted to at least one of a plurality of client machines via the network, and control data which, at a predetermined time interval when at least two of the plurality of product images are displayed on said client machine, automatically repeats automatic deleting of a predetermined number of product images on said client machine, and displaying of new product images of a predetermined number equal to the number of deleted product images; and

receiving orders for products corresponding to the product images,

wherein the predetermined time interval for each display of the product images is automatically altered while displaying product images stored in the memory.

5. (Original) An order receiving method according to claim 4, wherein in the step of transmitting, control data is transmitted which, at a time when at least two product images are displayed so as to be aligned in a predetermined direction, automatically repeats deleting of a predetermined number of product images at one end in the predetermined direction, and shifting, in a direction of deletion, and displaying of remaining product images by a number equal to the number of deleted product images, and displaying of new product images of the predetermined number at the other end in the predetermined direction.

6. (Original) An order receiving method according to claim 4, further comprising the step of:

receiving category information which classifies products,

wherein, in the step of transmitting, product images belonging to category information received in the step of receiving category information, and control data for displaying the product images are transmitted.

7. (Currently amended) An order system comprising:

An order receiving device including:

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a memory which stores a plurality of product images to be transmitted to at least one of a plurality of client machines via the network, and control data which, at a predetermined time interval when at least two of the plurality of product images are displayed on said client machine, automatically repeats automatic deleting of a predetermined number of product images on said client machine, and displaying of new product images of a predetermined number equal to the number of deleted product images wherein the predetermined time interval for each display of the product images is automatically altered while displaying product images stored in the memory;

a transmitter which transmits the product images and the control data stored in the memory; and

an order receiver which receives orders for products corresponding to the product images;

and

a plurality of terminal devices, each terminal device including:

a display which displays product images on the basis of data which the order receiving device transmits;

a selector for selecting any of the product images displayed on the display; and

an orderer for ordering, from the order receiving device, a product corresponding to a product image selected at the selector.

8. (Original) An order system according to claim 7, wherein the memory of the order receiving device stores control data which, at a time when at least two product images are displayed so as to be aligned in a predetermined direction, automatically repeats deleting of a predetermined number of product images at one end in the predetermined direction, and shifting, in a direction of deletion, and displaying of remaining product images by a number equal to the number of deleted product images, and displaying of new product images of the predetermined number at the other end in the predetermined direction.

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9. (Original) An order system according to claim 7, wherein each terminal device further includes a category selector which selects a category which classifies products, and a category information transmitter which transmits category information expressing the category selected at the category selector, and

the order receiving device further includes a category information receiver which receives the category information, and

the transmitter transmits, to the terminal device, product images belonging to the category information received by the category information receiver, and control data for displaying the product images.

10. (Currently amended) An ordering method comprising the steps of:

transmitting a plurality of product images to be transmitted to at least one of a plurality of client machines via the network, and control data which, at a predetermined time interval when at least two of the plurality of product images are displayed on said client machine, automatically repeats automatic deleting of a predetermined number of product images on said client machine, and displaying of new product images of a predetermined number equal to the number of deleted product images;

displaying product images on the basis of the product images and the control data transmitted by the step of transmitting;

selecting any of the product images displayed in the step of displaying;

ordering a product corresponding to the product image selected in the step of selecting; and

receiving the product ordered in the step of ordering[[.]],

wherein the predetermined time interval for each display of the product images is automatically altered while displaying product images stored in the memory.

11. (Original) An ordering method according to claim 10, wherein the step of transmitting includes transmitting control data which, at a time when at least two product images are displayed so as to be aligned in a predetermined direction, automatically repeats deleting of a predetermined number of product images at one end in the predetermined direction, and shifting, in a direction of deletion, and displaying of remaining product images by a number equal to the

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number of deleted product images, and displaying of new product images of the predetermined number at the other end in the predetermined direction.

12. (Original) An ordering method according to claim 10, further comprising the steps of:

- selecting a category which classifies products;
- transmitting category information expressing the category selected in the step of selecting category; and
- receiving the category information transmitted in the step of transmitting category information,

wherein the step of transmitting includes transmitting product images belonging to the category information received in the step of receiving category information, and control data for displaying the product images.

13. (Currently amended) An ordering device comprising:

- a memory which stores a plurality of product images to be transmitted to at least one of a plurality of client machines via the network, and control data which, at a predetermined time interval when at least two of the plurality of product images are displayed on said client machine, automatically repeats automatic deleting of a predetermined number of product images on said client machine, and displaying of new product images of a predetermined number equal to the number of deleted product images;

- a reader which reads the product images and control data stored in the memory;
  - a display which displays the product images on the basis of the product images and the control data read by the reader; and

- an orderer which orders products corresponding to the product images displayed on the display,

- wherein the predetermined time interval for each display of the product images is automatically altered while displaying product images stored in the memory.

14. (Original) An ordering device according to claim 13, wherein the memory stores control data which, at a time when at least two product images are displayed so as to be

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aligned in a predetermined direction, automatically repeats deleting of a predetermined number of product images at one end in the predetermined direction, and shifting, in a direction of deletion, and displaying of remaining product images by a number equal to the number of deleted product images, and displaying of new product images of the predetermined number at the other end in the predetermined direction.

15. (Original) An ordering device according to claim 13 further comprising:  
a category selector which selects a category which classifies products,  
wherein the reader reads product images belonging to a category selected by the category selector, and control data for displaying the product images.
16. (Currently amended) An ordering method comprising the steps of:  
reading a plurality of product images to be transmitted to at least one of a plurality of client machines via the network, and control data which, at a predetermined time interval when at least two of the plurality of product images are displayed on said client machines, automatically repeats automatic deleting of a predetermined number of product images on said client machine, and displaying of new product images of a predetermined number equal to the number of deleted product images;  
displaying the product images on the basis of the product images and the control data read in the step of reading; and  
ordering products corresponding to the product images displayed in the step of displaying,  
wherein the predetermined time interval for each display of the product images is automatically altered while displaying product images stored in the memory.
17. (Original) An ordering method according to claim 16, wherein the step of reading including reading control data which, at a time when at least two product images are displayed so as to be aligned in a predetermined direction, automatically repeats deleting of a predetermined number of product images at one end in the predetermined direction, and shifting, in a direction of deletion, and displaying of remaining product images by a number equal to the number of deleted product images, and displaying of new product images of the predetermined number at the other end in the predetermined direction.

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18. (Original) An ordering method according to claim 16, further comprising the step of:

selecting a category which classifies products,

wherein the step of reading includes reading product images belonging to a category selected in the step of selecting category, and control data for displaying the product images.

19. (Currently amended) An order system,

wherein the ordering system comprises a mechanism for switching at a predetermined time interval any number of a predetermined number of product images displayed within a specific range of a display area, automatically and in accordance with a predetermined order, from the plurality of product images, and selecting a product image displayed within the specific range and placing an order for a product; and

the predetermined time interval for each display of the product images is automatically altered while displaying product images stored in the memory.

20. (Original) An order system according to claim 19, wherein the order system comprises a function for adjusting a cycle of automatically switching the product images.

21. (Original) An order system according to claim 19, wherein the order system comprises a function for changing the predetermined number.

22. (Previously Presented) The order receiving device of claim 1, wherein at least one time interval is different from another time interval.

23. (Previously Presented) The order receiving device of claim 22, wherein a first time interval is longer than another time interval.

24. (Previously Presented) The order receiving method of claim 4, wherein at least one time interval is different from another time interval.

25. (Previously Presented) The order receiving method of claim 4, wherein a first time interval is longer than another time interval.

26. (Previously Presented) The order system of claim 7, wherein at least one time interval is different from another time interval.

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27. (Previously Presented) The order system of claim 26, wherein a first time interval is longer than another time interval.
28. (Previously Presented) The order system of claim 19, wherein at least one time interval is different from another time interval.
29. (Previously Presented) The order system of claim 28, wherein a first time interval is longer than another time interval.
30. (Previously Presented) The ordering method of claim 10, wherein at least one time interval is different from another time interval.
31. (Previously Presented) The ordering method of claim 30, wherein a first time interval is longer than another time interval.
32. (Previously Presented) The ordering device of claim 13, wherein at least one time interval is different from another time interval.
33. (Previously Presented) The ordering device of claim 32, wherein a first time interval is longer than another time interval.
34. (Previously Presented) The ordering method of claim 16, wherein at least one time interval is different from another time interval.
35. (Previously Presented) The ordering method of claim 34, wherein a first time interval is longer than another time interval.